

Mateusz Cole

Field Marketing Associate

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STRENGTHS

- 📍 **Field preparation**
Briefing notes and customer research gave representatives a clearer starting point before territory visits and discussions.
- 🗣️ **Customer listening**
Structured interviews and dealer feedback captured practical buying concerns, service expectations, and questions worth carrying forward.
- 📁 **CRM discipline**
Consistent account notes made follow up items easier to find, and teammates relied on records during handoffs.
- ♥️ **Clear materials**
Product comparison sheets and briefing decks turned approved technical information into useful conversation support for field teams.
- 📅 **Event coordination**
Demonstration schedules, attendee lists, and post event trackers kept regional activities organized when details shifted.

SKILLS

Field Marketing Sales Support

Market Research

CRM Documentation

Customer Research

Dealer Communication

Event Coordination

Presentation Development

Excel Analysis Customer Briefings

Territory Research Trade Events

Product Comparisons

SUMMARY

Early career **marketing and sales** professional with four years of experience supporting field programs for construction, forestry, equipment, and industrial markets. Work includes territory research, customer briefing preparation, event coordination, **CRM documentation, presentation development**, and structured follow up for commercial teams. Experience gathering dealer and customer feedback, organizing demonstrations, maintaining accurate account records, and preparing clear product materials from approved technical information. Excel analysis and disciplined reporting support practical market insight without overstating commercial ownership. Collaboration with field representatives, dealers, customers, faculty, and industry reviewers has strengthened communication across varied stakeholders. Dependable execution, thoughtful questions, and organized handoffs help teams prepare for productive customer conversations. Ready to contribute practical market knowledge, customer focus, and reliable field support within a **construction and forestry** marketing program.

EXPERIENCE

Field Marketing Associate

Great Lakes Field Marketing Cooperative 📅 June 2024 - Present 📍 Peoria, IL

Support field **marketing and sales** programs for construction and forestry equipment accounts. Coordinate research, customer materials, demonstrations, CRM records, and follow up that help commercial teams prepare for territory activity and maintain clear next actions.

- Organized territory research and briefing notes for **construction and forestry** equipment customer visits
- Maintained CRM records capturing dealer interests, follow up items, and open customer questions
- Prepared product comparison sheets from approved technical information for clear field conversations
- Coordinated demonstration schedules, attendee lists, event materials, and post event tracking
- Summarized dealer feedback monthly, highlighting product questions, buying considerations, and market themes
- Built Excel trackers that improved visibility into outreach actions and pending event follow up

Market Research Assistant

Midwest Equipment Market Lab 📅 August 2022 - May 2024 📍 Normal, IL

Supported supervised commercial studies focused on **construction and forestry** equipment markets. Researched competitors, interviewed industry contacts, organized Excel data, developed briefing decks, and presented findings with clear separation between source evidence and team interpretation.

- Researched competitor positioning and customer use cases for supervised equipment market studies
- Documented purchasing criteria and service expectations through structured industry interviews
- Cleaned Excel survey responses for segmentation exercises and presentation ready summaries
- Created briefing decks connecting field observations with relevant marketing themes
- Mapped customer journeys from initial awareness through dealer contact and product evaluation
- Presented research findings to faculty and industry reviewers, addressing methods and limitations

PROJECTS

Regional Equipment Demonstration Support 📅 2025

Feedback Reporting

Account Follow Up

LANGUAGES

English Native

Polish Intermediate

MY CAREER



● Field Marketing Associate at Great Lakes Field Marketing Cooperative (2.2 Years)

● Market Research Assistant at Midwest Equipment Market Lab (1.8 Years)

Customer questions often surfaced after demonstrations. Organized schedules, attendee records, presentation materials, and follow up tracking so field teams could capture useful feedback and maintain clear next actions.

Construction Market Segmentation Study 📅 2024

A mixed survey file needed structure before analysis. Cleaned responses in Excel, grouped customer observations, and prepared concise findings for a supervised commercial market study.

LEADERSHIP & AWARDS

- Field Program Recognition, acknowledged for dependable coordination of customer research, event preparation, and follow up records.
- Industry Review Presentation, recognized for clear explanation of research methods, findings, limitations, and practical marketing implications.
- Customer Insight Contribution, valued for organizing recurring dealer feedback into useful monthly market summaries.

EDUCATION

Bachelor of Science in Marketing

Illinois State University 🎓 GPA: 0 📅 2022 📍 Normal, IL

Coursework: Market Research, Sales Management, Consumer Behavior, Marketing Analytics

CERTIFICATIONS

- Microsoft Office Specialist: Excel Associate 📅 2025
- Microsoft Excel Associate 📅 2025

TECHNICAL SKILLS

- **Spreadsheet Analysis:** Microsoft Excel, PivotTables, Survey Sorting
- **CRM Documentation:** Account Notes, Follow Up Logs, Contact Records
- **Presentation Tools:** PowerPoint, Briefing Decks, Product Sheets
- **Market Research:** Competitor Research, Customer Interviews, Survey Review
- **Field Marketing:** Territory Research, Dealer Outreach, Customer Briefings
- **Event Coordination:** Demonstration Schedules, Attendee Lists, Trade Events
- **Equipment Markets:** Construction Equipment, Forestry Equipment, Industrial Markets
- **Customer Analysis:** Buying Criteria, Customer Journeys, Service Expectations
- **Sales Support:** Product Comparisons, Sales Materials, Territory Visits
- **Reporting Methods:** Monthly Summaries, Feedback Themes, Research Findings

PROFESSIONAL AFFILIATIONS

- Construction and forestry equipment market research contributor through supervised commercial studies and field marketing programs.
- Regional equipment demonstration and trade event support partner for dealers, customers, and commercial teams.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST